

Vote Source Website Planning Doc

05.23.2024

Joshua Gross - Role: Designer and Front End Development

Client: Votesource

Overview

VoteSource has tasked me with creating an infographic site to raise awareness and inform voters about the upcoming November elections. The site will present factual, unbiased information on social issues, public policy, voter turnout statistics, demographics, and analytics to encourage voter participation. I am responsible for both the content and design, aiming to combat historically low midterm turnout by providing voters with the necessary information to make informed decisions.

Client Brief

Their goal is to increase voter turnout for the upcoming November midterm elections. Recognizing the historically low participation in midterm elections, VoteSource wants me to create an informative and engaging infographic website. The site should raise awareness and motivate voters to participate by providing clear, unbiased information.

Website Structure - Votesource wants a one page website consisting of five sections. The navigation menu will allow users to scroll to each section of the page.

Target Market Summary (Turnout Stats)

Young Adults (18-29) - Young adults have the lowest turnout rates among all age groups. In the 2018 midterm elections, turnout for this age group was 35.6%, which, while higher than previous midterms, still lagged behind older demographics.

Minority Groups (African Americans, Hispanics, and Asians) - These groups also show lower turnout rates compared to white voters. For instance, in the 2018 midterms, 40.6% of Black voters, 32.4% of Hispanic voters, and 31.5% of Asian voters turned out, compared to 51.2% of white voters.

Low Income Voters -

Voter turnout increases with income. In the 2018 midterms, only 38% of voters with annual incomes below \$30,000 voted, compared to 59% of those with incomes above \$100,000.

Women -

Women generally vote at higher rates than men. In the 2018 midterms, 55% of women voted compared to 51.8% of men.

Content Outline for Section 1 - Intro

Greeting Visitors -

A warm welcome to users and a short explanation of what midterm elections are and their significance in the U.S. political system.

Highlight Importance of Voting -

Explain how midterm elections determine the composition of Congress and influence local and state governments, which in turn affect policy decisions that impact everyday life. Also describe how voter turnout affected past elections.

Content Outline for Section 2 - Midterm Statistics

American Political Priorities by Percentage 2024 -

- 73% - Strengthen Economy
- 36% - Deal with Climate Change
- 58% - Reduce Crime
- 60% - Reduce Healthcare Costs
- 54% - Reduce the Budget Deficit
- 40% - Strengthen Military
- 57% - Deal with Immigration
- 45% - Protect the Environment
- 63% - Defend against Terrorism

Midterm Turnout Historical Trends -

Percentages of voter turnout by race from 1990-2010 to highlight the decrease in turnout from minority groups.

Midterm Turnout by age (2014) -

According to the analysis of the Current Population Supplement's November 2014 voting survey, 19.9% of 18- to 29-years old cast ballots in the 2014 elections. This was the lowest rate of youth turnout recorded in the CPS in the past 40 years, and the decline since 2010 was not trivial. The proportion of young people who said that they were registered to vote (46.7%) was also the lowest in the past 40 years.

Midterm Turnout by age (2018) -

Youth voting increased across the country in 2018, and a new CIRCLE analysis of state voter file shows that, in every single state for which data is available, the voter turnout of eligible young voters (ages 18-29) was higher in 2018 than in 2014, often by a significant amount.

Sources:

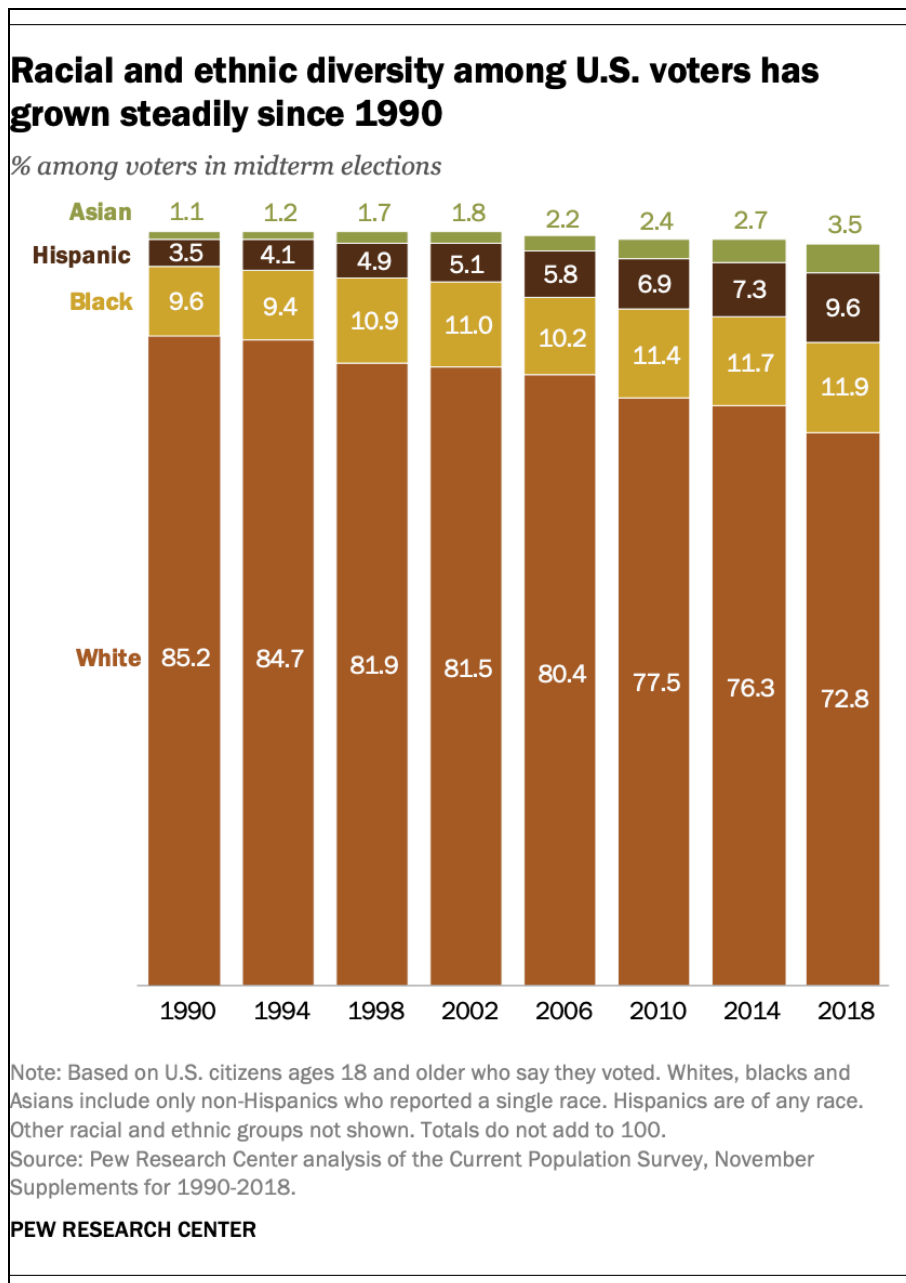
[2014 Youth Turnout and Registration Rates Lowest Ever Recorded | CIRCLE](#)

[2018 Youth Voter Turnout Increased in Every State | CIRCLE](#)

- Compared to 2014, youth voter turnout increased in every single state. In 40 of the 42 states, youth turnout increased by at least 7 percentage points, and in 31 of them it increased by double digits.
- Minnesota, Montana, and Colorado led the nation in 2018 youth voting, each with a turnout rate above 40%. Utah, New York, and Arkansas had the lowest rates, although they still registered notable increases compared to 2014.
- California, Minnesota, Montana, New Jersey, and Virginia form a select group of states that registered youth turnout increases of more than 20 percentage points.

- In the majority of all states (32 out of 42), the increase in youth turnout exceeded the increase in turnout among the general (all ages) electorate.

Midterm Turnout by Race -



While racial and ethnic diversity has grown among U.S. voters, the Latino turnout rate fell to a record low in 2014. The Asian and African American turnout rates were also very low. Research from [Pew Research Center](#) shows that around 27% of eligible voters who said they voted were Hispanic and Asian. African American voters are sitting at around 31% in 2010 and decreasing in 2014 as well.

The statistics above helped me find my target market for this website. Since younger aged minority groups had the least turnout percentages, my goal is to persuade citizens in these demographics to vote in the upcoming midterm election.

Content Outline for Section 3 - Midterm Topics

Healthcare -

During the U.S. midterm elections, healthcare is often a significant issue due to its direct impact on people's lives, financial security, and overall well-being. The specific healthcare issues discussed at midterms can vary depending on the political climate and current events.

Economy -

During U.S. midterm elections, the economy is one of the most critical issues, as it directly affects voters' livelihoods, job security, and financial stability. The economic topics discussed during midterms can vary based on the current economic climate.

Gun Control -

Gun control is a highly contentious issue in U.S. midterm elections, often reflecting deep divisions in public opinion and political ideology. The debate revolves around balancing Second Amendment rights with concerns about public safety and the prevention of gun violence.

Education-

Education is a central issue in U.S. midterm elections, as it affects nearly every aspect of society, from the economy to social mobility. The debate over education typically centers around how to provide quality education to all students, how to fund schools, and what the role of government should be in education policy.

Content Outline for Section 4 - Voter Testimonials

Personal Stories -

Describe the impact that midterm elections have made on a variety of people in the United States. Communicate the thoughts of U.S. citizens through quotations.

Community Impact -

Highlight the impact of voting and how it can help a community grow. Showcase how policies on different issues can impact American lives.

Content Outline for Section 5 - Vote Form

Form Content -

- First and Last name
- Street Address
- City
- State
- Zip Code
- Date of Birth
- Political Party
- Election Interest
- Submit

Research and Inspiration - Vector Graphics

Since this website is an infographic, vector images are a good pairing choice with the statistical charts I want to incorporate. Vector graphics also appeal more to the younger voters that I am trying to reach.

5 Reasons you should use an INFOGRAPHIC

1**To increase engagement:**

Infographics can be more engaging than text-based content, as they use visual elements such as images, charts, and graphics to grab the viewer's attention.

**2****To simplify complex information:**

Infographics can help to present complex data and information in a clear, concise, and easy-to-understand format.

3**To increase brand awareness:**

Infographics can be used as a marketing tool to increase brand awareness and showcase a company's expertise in a specific field.

**4****To explain a process:**

Infographics can be used to explain a process or procedure in a clear and simple manner.

5**To make data more accessible:**

Infographics can be used to make data more accessible to a wider audience by presenting it in a visual format.



Quick Infographic COPYWRITING TIPS



USE POWER WORDS TO EVOKE ACTION

These are emotion-triggering words that encourage people to read, download or whatever action you want them to take. Use them in your headlines to push people to read.

Example: '5 ridiculously simple tips to write better blog posts' where 'ridiculously simple' are power words that make readers want to read the tips.



ELIMINATE CRUTCH WORDS

These are words you rely on so nobody can tell you what words these are but yourself.

So how do you identify them? As you edit your infographic copy, look for words that repeat a lot in the text. These could be anything from 'because' to 'literally'.

Your crutch words show up in all content you write. Infographics are no exception so make sure you sweep them clean of these words.



SHARPEN YOUR INFOGRAPHIC COPY

Two things help here.

One: get rid of anything that's repetitive. If you can't identify redundancy yourself, run your copy through Grammarly and it'll highlight repetition for you.

Two: review each sentence individually. See if there's a word or two that you can remove from it without changing the sentence's overall meaning.



WRITE SIMPLY AND SUCCINCTLY

This is easier said than done. But there's one surefire way to do this: rewrite your infographic copy.

You might not need to rewrite the entire copy. Fixing some particularly long sentences by rewriting them can work wonders for your overall copy.

Keep in mind: rewriting helps you frame your ideas/content in fewer words. Aim to prune sentences down to their absolute must – no extra words or adverbs.



REPLACE WEAK VERBS WITH STRONG VERBS

Weak words don't convey meaning as powerfully (and succinctly) as strong verbs do. They also don't trigger reader's imagination as best as strong verbs can.

By choosing strong verbs, you can also get rid of adverbs or words that end with '-ly' such as 'quickly'.

Example: Instead of 'looking forward' write 'anticipated' – see how the latter uses one word.



GET RID OF FLUFF WORDS

Removing these words would make no difference to a sentence's meaning. You can either completely get rid of them or shorten them.

For example, get rid of filler words like 'really' and 'a lot'. Similarly, replace words such as 'in order to' with 'to' for a tighter infographic copy.



PROOFREAD EVERYTHING

Since infographics feature short-form copy, typos and grammar mistakes can stand out easily.

So it's best to proofread at least twice – once when you've completed your infographic and again when you've pasted the copy in your infographic.





Many infographics use icons, patterns, and vector images to display key information like statistics and portray topics visually from top to bottom. Infographics are less text heavy than other styles.

Research and Inspiration - Typography

The website will display a lot of statistical information but it will also have some bodies of text to describe the political topics discussed during midterms. The goal is to find readable fonts that don't overwhelm the eyes. **Below are some heading options.**

Oswald

Designed by [Vernon Adams](#), [Kalapi Gajjar](#), [Cyreal](#)

Whereas disregard and contempt for human rights have resulted

Select preview text:

Bebas Neue

Designed by [Ryoichi Tsunekawa](#)

WHEREAS DISREGARD AND CONTEMPT FOR HUMAN RIGHTS HAVE RESULTED

Select preview text:

Raleway

Designed by [Matt McInerney](#), [Pablo Impallari](#), [Rodrigo Fuenzalida](#)

Whereas disregard and contempt for human rights
have resulted

Select preview text:

Below are some body copy options.

Open Sans

Designed by [Steve Matteson](#)

Whereas disregard and contempt for human rights
have resulted

Lato

Designed by [Łukasz Dziedzić](#)

Whereas disregard and contempt for human rights have
resulted

Roboto Slab

Designed by [Christian Robertson](#)

Whereas disregard and contempt for human rights
have resulted

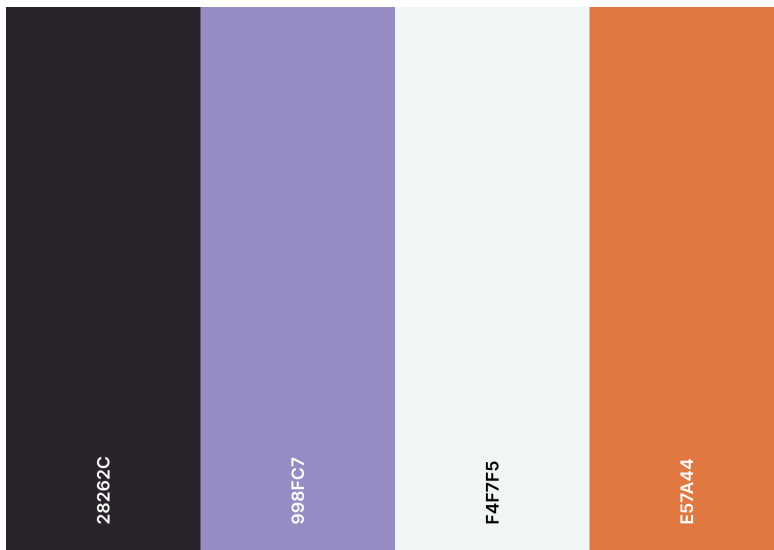
Source Sans 3

Designed by [Paul D. Hunt](#)

Whereas disregard and contempt for human rights have
resulted

Research and Inspiration - Color Schemes

The client did not want a traditional red, white, and blue color scheme so I experimented with a few modern and vibrant color patterns that would stand out in an infographic site. **Below are color scheme choices.**



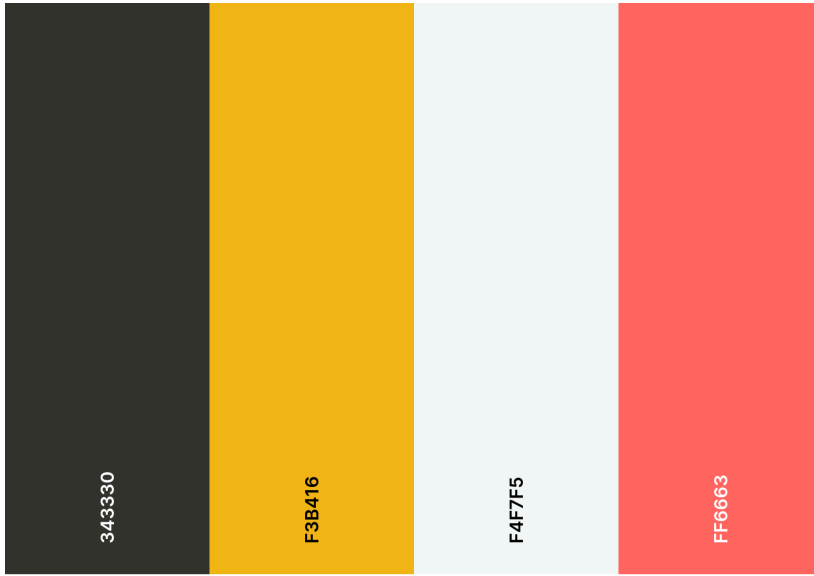
palette 6

coolors



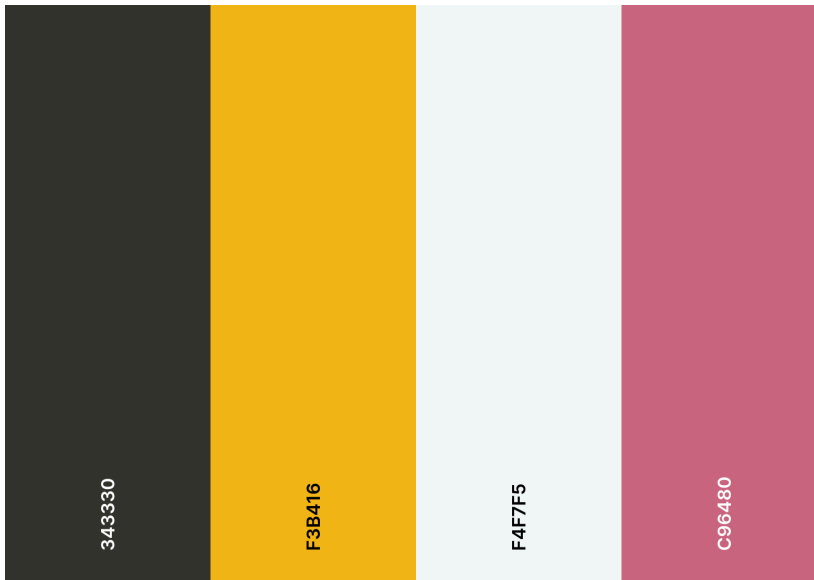
palette 15

coolors



palette 4

COOLORS



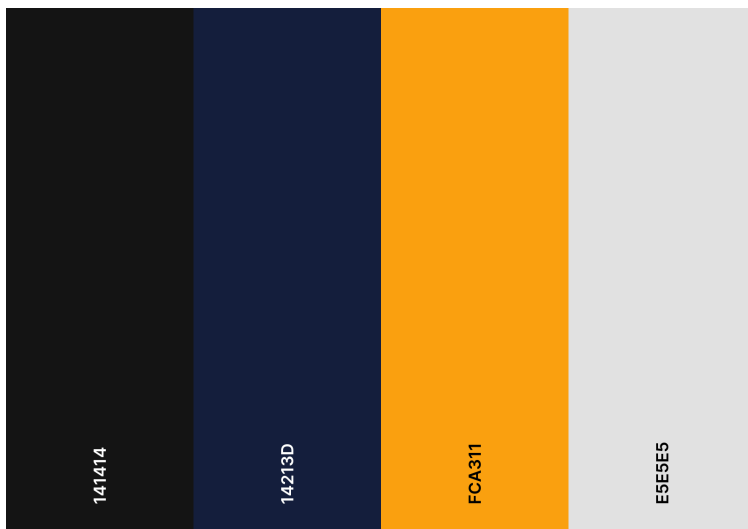
palette 5

COOLORS



palette 7

COOLORS

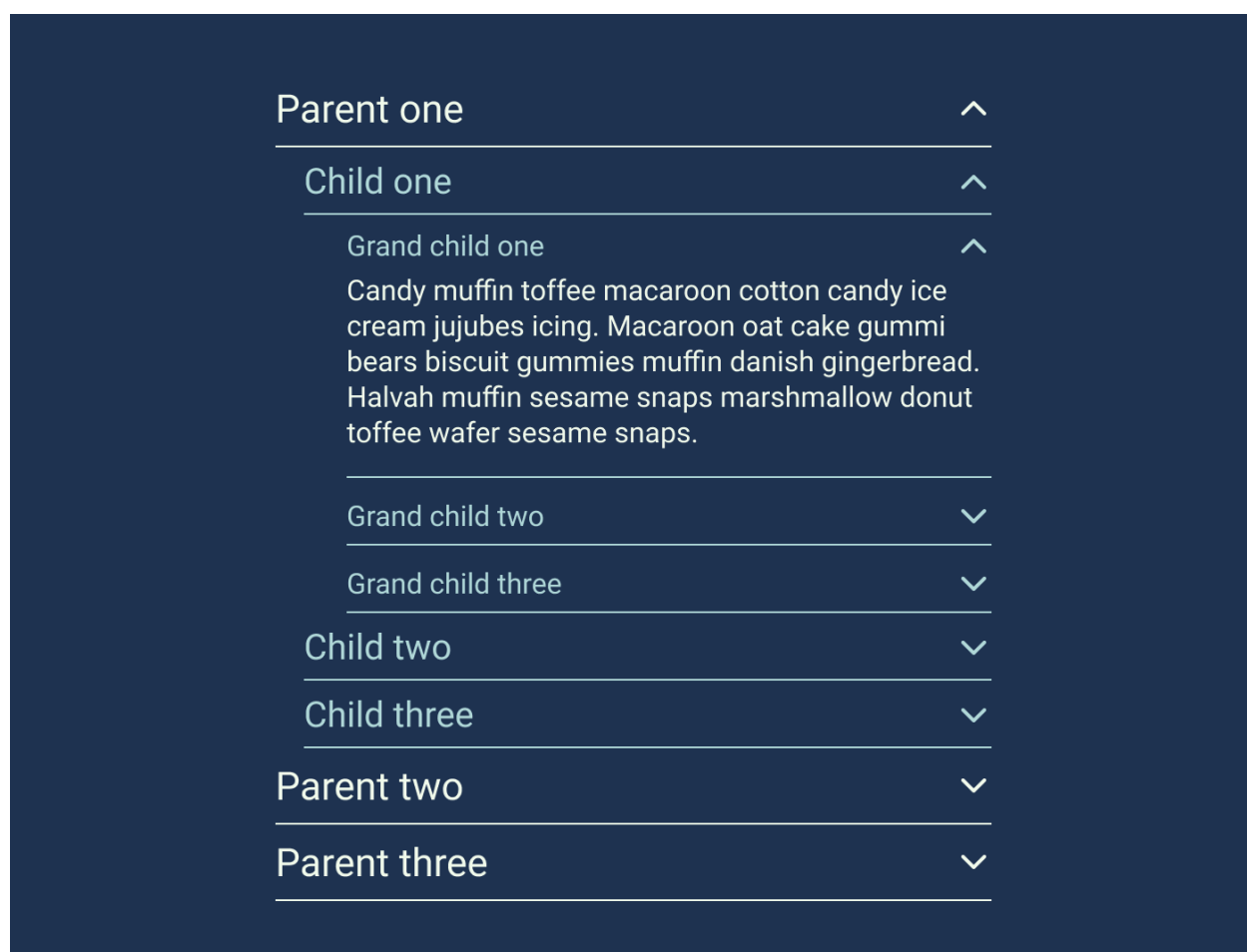


palette 8

COOLORS

Research and Inspiration - Interactive Elements

It's important to incorporate elements that simplifies the user experience and doesn't make the information daunting or confusing. It's important to make sure the user can accomplish important tasks like reading statistics, filling out and submitting the form, and clicking through policy information with the use of accordions.



TESTIMONIALS

What Clients Say

We place huge value on strong relationships and have seen the benefit they bring to our business. Customer feedback is vital in helping us to get it right.



“ Vitae suscipit tellus mauris a diam maecenas sed enim ut. Mauris augue neque gravida in fermentum. Praesent semper feugiat nibh sed pulvinar proin.



Nat Reynolds

Chief Accountant



“ Pharetra vel turpis nunc eget lorem. Quisque id diam vel quam elementum pulvinar etiam. Urna porttitor rhoncus dolor purus non enim praesent

elementum. ”

Celia Almeda

Secretary



“ Mauris augue neque gravida in fermentum. Praesent semper feugiat nibh sed pulvinar proin. Nibh nisl dictumst vestibulum rhoncus est

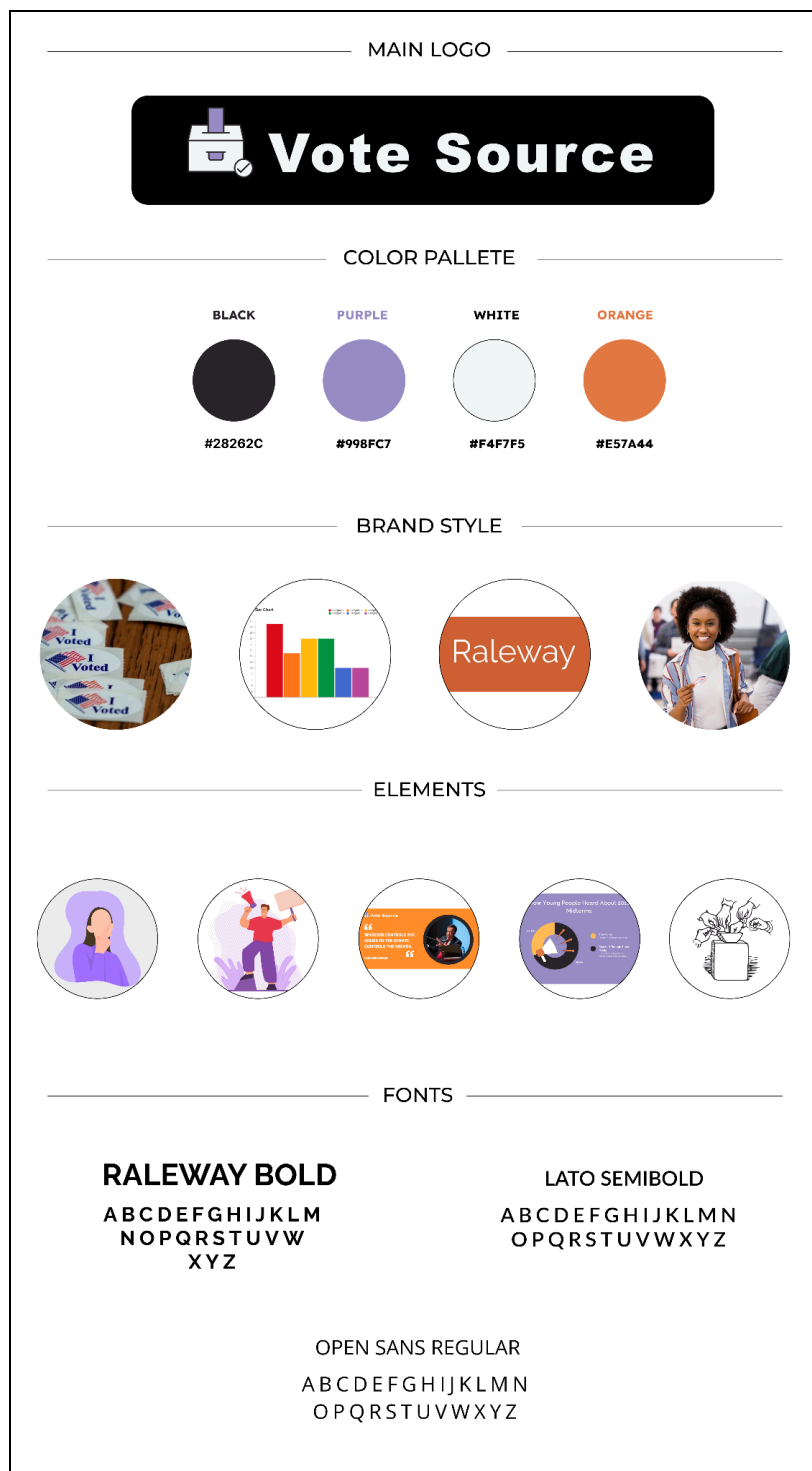
pellentesque elit. ”

Bob Roberts


Sales Manager


Images from [Freepik](#)

Research and Inspiration - Element Collage



User Personas

NAME	MARKET SIZE	TYPE
Jackie Ramirez	 25 %	Idealist



Demographic

♀ Female 24 years

📍 Los Angeles, California

Marital Status

College student (Political Science major)

Low-to-moderate income

Practical Goals

- Understand the Voting Process:** Learn where, when, and how to vote, including registration deadlines, polling locations, and ballot details.
- Make an Informed Decision:** Find clear and unbiased information about candidates, policies, and ballot measures that align with her values.
- Overcome Barriers:** Ensure the voting process is simple and accessible, especially while managing her busy schedule.
- Feel Empowered:** Believe her vote can make a meaningful difference in her community.
- Be Represented:** Support candidates who reflect the values and needs of minority communities like hers.
- Be Confident:** Feel certain about her choices when casting her vote, knowing she made an informed decision.
- Engage Her Community:** Inspire her friends and family to participate in elections.
- Share Civic Pride:** Be part of a larger movement advocating for positive change through voting.
- Be a Role Model:** Set an example for younger siblings or peers by showing the importance of voting.
- Impact Her Community:** Help address systemic issues like education reform, healthcare, or immigration rights through the electoral process.
- Create Change:** Influence policies that lead to a more inclusive and equitable society.
- Strengthen Her Voice:** Amplify minority representation in government and decision-making processes.

Quote

I care about making a difference, but it's hard to know where to start with midterms. It feels like no one is talking about them, and I don't want to make a mistake when I vote.

Background

Jackie Ramirez, a 24-year-old Political Science student in Los Angeles, is a first-generation college student passionate about social justice. While she voted in the last presidential election, she's never participated in midterms, seeing them as less impactful. Juggling school, a part-time job, and family responsibilities, Jackie struggles to find time and motivation to navigate the voting process. Social media is her main source of information, and she cares deeply about issues like education reform, healthcare access, and immigrant rights. Open to voting, she needs clear guidance and compelling reasons to take action.

Political Motivations

- Community Impact:** Jackie wants to support policies that address issues like education reform, healthcare access, and immigrant rights, which directly affect her and her family.
- Representation:** She feels driven to uplift minority voices and elect candidates who represent her values and community.
- Social Justice:** Jackie sees voting as a way to push for systemic changes and combat inequities.
- Peer Influence:** Encouragement from friends, family, and influencers motivates her to stay engaged in the political process.
- Personal Growth:** Participating in elections allows Jackie to feel empowered and more informed about the world around her.

Political Frustrations

- Complex Process:** She finds midterm elections confusing, with unclear information about candidates, policies, and the voting process.
- Distrust in Politics:** Jackie feels that politicians often overlook the needs of minority communities, making her question the impact of her vote.
- Overwhelming Information:** She struggles to sift through the vast amount of political content online to find reliable and relevant details.
- Time Constraints:** Balancing school, work, and family leaves her little time to research or engage in the voting process.
- Lack of Local Awareness:** Unlike presidential elections, she finds it hard to connect midterms to immediate, tangible changes in her life or community.

Website Expectations



Simple Navigation: The website should have an intuitive design, making it easy to find information about registration, community impact, and past statistics on midterm elections.

Mobile-Friendly Design: Since Jackie primarily uses her smartphone, the site must be optimized for mobile, with responsive layouts and quick load times.

Representation and Inclusivity: The visuals and messaging should reflect diversity, showcasing people who look like Jackie and share her values.

Community Focus: Highlight how voting impacts local issues like education, healthcare, and housing to make the process feel relevant.

Brands and influencers

UXPRESSIA
The persona was built in uxpressia.com

NAME

Marcus Johnson

MARKET SIZE

13 %

TYPE

Rational

Goals

- **Understand the Voting Process:** Learn how and where to vote in the upcoming midterm elections, including registration deadlines, polling locations, and how to navigate the ballot.
- **Make Informed Voting Decisions:** Understand the candidates, policies, and local issues that affect his community, particularly those related to criminal justice reform, education, and economic opportunities.
- **Ensure Accessibility:** Easily access resources to help him stay informed and vote without confusion, especially given his busy schedule.
- **Feel Empowered:** Gain confidence that his vote can influence change, particularly in areas like police reform, economic inequality, and education.
- **Sense of Community Impact:** Feel that voting is a meaningful way to contribute to the progress of his community.
- **Overcome Distrust:** Feel assured that his vote will count and make a tangible difference, even in local elections.
- **Encourage Others to Vote:** Inspire his friends, family, and peers to participate in the midterms through social media or word of mouth.
- **Be Part of a Movement:** Align himself with a collective effort to bring about positive change through voting.
- **Engage with Influential Voices:** Follow and support African American leaders and activists who motivate him to take action.
- **Influence Policy Change:** Vote in a way that directly addresses issues like police reform, education, and job opportunities in his community.
- **Strengthen African American Representation:** Help elect candidates who will advocate for the needs of African American communities.
- **Be a Role Model for Younger Generations:** Lead by example, showing the importance of voting to younger siblings or friends.

Demographic

♂ Male 22 years

📍 Detroit, Michigan

Single

African American

Low-to-moderate income

Recent college graduate (currently job hunting)

Technology

Browsers

Quote

“ I want to vote because I know it's important, but I don't always see how it affects my life. Midterms seem confusing, and I don't know where to start. ”

Background

Marcus Johnson is a 22-year-old African American recent college graduate from Detroit. He earned a Sociology degree and is currently job hunting. While he's passionate about issues like police reform, racial equality, and economic opportunities, Marcus has never voted in a midterm election and feels disconnected from the process. Active on social media, he follows influencers who share his values but is unsure how midterms will impact his life. He's considering voting in the upcoming elections but needs clear information and motivation to participate.

Political Motivations

- **Civic Responsibility:** Marcus feels a sense of duty to participate in the democratic process, especially given the history of African American struggles for voting rights.
- **Desire for Change:** He wants to support policies that address police reform, racial equality, and economic opportunities in his community.
- **Peer Influence:** Encouragement from friends, family, and social media influencers motivates him to consider voting.
- **Empowerment:** Marcus believes voting is a way to take control of his future and make a tangible impact on the issues that matter most to him.
- **Representation:** He wants to elect candidates who understand and advocate for the needs of African American communities.

Political Frustrations

1. **Complexity of Midterms:** Marcus finds it hard to understand the importance of midterm elections and how they affect his community compared to presidential elections.
2. **Overwhelming Information:** The amount of political content on social media makes it difficult to distinguish between reliable sources and misinformation.
3. **Distrust in Politics:** He feels disconnected from the political system, often questioning whether his vote will really make a difference.
4. **Time Constraints:** Between job hunting and other responsibilities, Marcus struggles to find time to research candidates and make informed decisions.
5. **Lack of Clarity:** He's unsure where to find trustworthy resources to help him navigate the voting process and understand local issues.

Brands and influencers

UXPRESSIA
The persona web built in uxpressia.com

User Journey Map

User Journey Map

	AWARENESS STAGE	CONSIDERATION STAGE	DECISION STAGE	ACTION STAGE	ADVOCACY STAGE
OBJECTIVES	Discover the importance of midterm elections and understand their relevance.	Understand how voting in midterms aligns with personal values and affects critical issues.	Be convinced that voting is worth their time and effort, overcoming doubts or barriers.	Take the next step: register to vote, confirm polling location, or make a voting plan.	Share the importance of voting with peers and engage in civic participation beyond the election.
NEEDS	Clear, engaging visuals (like infographics) and concise messaging explaining why midterms matter.	Data that resonates with the user's demographic, such as voter turnout statistics or issue-based information.	Address barriers like registration challenges, misinformation, or apathy with actionable solutions.	A user-friendly process for voter registration.	Allowing users to follow Votesource on Social Media platforms and share information.
FEELINGS	Curiosity mixed with skepticism: "Why should I care about midterms? Do they really affect me?"	Growing interest and a sense of relevance: "This could impact issues I care about."	Empowered and motivated: "I can actually do this, and it could make a difference!"	Confidence and readiness: "This is simpler than I expected, I'm ready to vote."	Pride and belonging: "I'm part of something bigger, and I want others to join me."
BARRIERS	Lack of awareness about midterm elections and their impact. Misconceptions about their significance compared to presidential elections.	Overwhelmed by too much information or not seeing their voice represented in voter turnout data.	Concerns about accessibility, eligibility, or whether their vote will make an impact.	Complicated navigation on the website, unclear instructions, or technical difficulties completing the form.	Limited options to share content or no follow-up to sustain interest after voting.